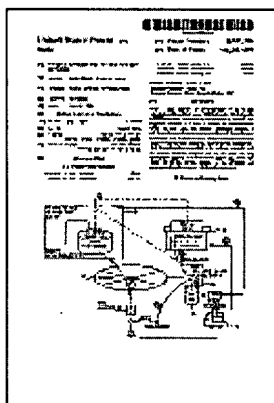


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[Sign in](#)**On-line advertising system and its method** Yoshii Hyodo**Patent summary**[Read this patent](#)[Download PDF](#)[View patent at USPTO](#)
[Abstract](#) | [Drawing](#) |
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Abstract

When a user accesses an advertisement on an on-line advertising system from a user terminal on the Internet using a WWW browser, an advertisement including the toll-free telephone number of a store is sent to the user terminal. When the user calls this toll-free telephone number, a toll-free call control system connects that call from the user to the store and, at the same time, obtains information on that access to the toll-free telephone number as log information. This log information is posted to the service provider, and the service provider analyzes the hit rate from this log information and the WWW browser access log. From this result, the on-line service provider or the advertiser can determine the effectiveness of that advertisement.

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Inventor: Yoshii Hyodo
Assignee: Fujitsu Limited
Primary Examiner:
 Thuan Do

U.S. Classification

[705/14](#); [705/1](#); [705/26](#);
[348/731](#); [379/67](#); [379/142](#);
[379/265](#); [463/19](#)

International Classification**Claims**

What is claimed is:

1. An on-line advertising system for use in an information processing system connected to a network and providing an advertisement on-line in response to an access from a user, said advertising system comprising:

an advertising information storage section that stores advertising information including information for presenting to the user a toll-free telephone number for toll-free telephone connection to an advertiser corresponding to the advertising information;
 a log information storage section that stores first access information including information indicating a date and a time of an access by the user to the advertising information;
 a communication section that sends the advertising information to a user terminal of the user when a request for access to the advertising information is received from the user terminal over the network and stores the first access information in said log information storage section when said communication section sends the advertising information to the user terminal; and
 an analysis section that receives second access information including information indicating a date and a time of a telephone connection using the toll-free telephone number, analyses the first and second access information for a relationship between the respective dates and times indicated thereby, and outputs an analysis result.

2. The on-line advertising system according to claim 1, wherein said analysis section analyzes the relationship between the respective dates and times indicated by the first and second access information when the advertising information includes information for presenting to the user a name of the advertiser.

3. The on-line advertising system according to claim 1, wherein:

the first access information includes information indicating a count of successive accesses to the advertising information since a specified date and time;
 said analysis section generates a count of all connections using the toll-free telephone number that occurred within a specified time period following the specified date and time; and
 said analysis section calculates a proportion of

H04M 1500

Search within this patent

Citations

Patent Number	Title	Issue date
<u>5448625</u>	Telephone advertising method and apparatus	Sep 5, 1995
<u>5589892</u>	Electronic television program guide schedule system and method with data feed access	Dec 31, 1996
<u>5594791</u>	Method and apparatus for providing result-oriented customer service	Jan 14, 1997
<u>5608788</u>	Information display provided to calling party	Mar 4, 1997
<u>5679077</u>	System and method for remote participation in bingo and other games of chance where players select numbers	Oct 21, 1997

Referenced by

Patent Number	Title	Issue date
<u>6089975</u>	Electronic gaming apparatus with means for displaying interactive advertising programs	Jul 18, 2000

<u>6314451</u>	Ad controller for use in implementing user-transparent network-distributed advertising and for interstitially displaying an advertisement so distributed	Nov 6, 2001
<u>6317761</u>	Technique for implementing browser-initiated user-transparent advertising and for interstitially displaying an advertisement, so distributed, through a web browser in response to a user click-stream	Nov 13, 2001
<u>6334109</u>	Distributed personalized advertisement system and method	Dec 25, 2001
<u>6334111</u>	Method for allocating commissions over the internet using tags	Dec 25, 2001
<u>6450407</u>	Chip card rebate system	Sep 17, 2002
<u>6466967</u>	Apparatus and accompanying methods for network distribution and interstitial rendering of information objects to client computers	Oct 15, 2002
<u>6470079</u>	System and method for real-time reporting of advertising effectiveness	Oct 22, 2002
<u>6501832</u>	Voice code registration system and method for registering voice codes for voice pages in a voice network access provider system	Dec 31, 2002
<u>6516311</u>	Method for linking on the internet with	Feb 4, 2003

an advertising
feature

<u>6516338</u>	Apparatus and accompanying methods for implementing network servers for use in providing interstitial web advertisements to a client computer	Feb 4, 2003
<u>6549944</u>	Use of server access logs to generate scripts and scenarios for exercising and evaluating performance of web sites	Apr 15, 2003
<u>6578012</u>	Fully integrated, on-line interactive frequency and award redemption program	Jun 10, 2003
<u>6625581</u>	METHOD OF AND SYSTEM FOR ENABLING THE ACCESS OF CONSUMER PRODUCT RELATED INFORMATION AND THE PURCHASE OF CONSUMER PRODUCTS AT POINTS OF CONSUMER PRESENCE ON THE WORLD WIDE WEB (WWW) AT WHICH CONSUMER PRODUCT INFORMATION REQUEST (CPIR) ENABLING SERVLET TAGS ARE EMBEDDED WITHIN HTML- ENCODED DOCUMENTS	Sep 23, 2003
<u>6687737</u>	Apparatus and accompanying methods for network distribution and interstitial	Feb 3, 2004

	rendering of information objects to client computers	
<u>6707889</u>	Multiple voice network access provider system and method	Mar 16, 2004
<u>6763334</u>	System and method of arranging delivery of advertisements over a network such as the internet	Jul 13, 2004
<u>6785659</u>	Agent-based technique for implementing browser-initiated user-transparent interstitial web advertising in a client computer	Aug 31, 2004
<u>6792086</u>	Voice network access provider system and method	Sep 14, 2004
<u>6836762</u>	Internet-audiotext electronic advertising system with anonymous bi- directional messaging	Dec 28, 2004
<u>6856673</u>	Targeted advertising in a telephone dialing system	Feb 15, 2005
<u>6857024</u>	System and method for providing on-line advertising and information	Feb 15, 2005
<u>6868384</u>	Method for advertising in speech-supported telecommunication links	Mar 15, 2005
<u>6880123</u>	Apparatus and accompanying methods for implementing a network distribution server for use in providing interstitial web advertisements to a client computer	Apr 12, 2005

<u>6888929</u>	Revenue generation method for use with voice network access provider system and method	May 3, 2005
<u>6895084</u>	System and method for generating voice pages with included audio files for use in a voice page delivery system	May 17, 2005
<u>6912571</u>	Method of replacing content	Jun 28, 2005
<u>6925444</u>	System and method for creating and sharing purchasing lists on a network	Aug 2, 2005
<u>6934687</u>	Computer architecture and method for supporting and analyzing electronic commerce over the world wide web for commerce service providers and/or internet service providers	Aug 23, 2005
<u>6961712</u>	Consumer product information request (CPIR) enabling servlets and web-based consumer product information catalogs employing the same	Nov 1, 2005
<u>6980962</u>	Electronic commerce transactions within a marketing system that may contain a membership buying opportunity	Dec 27, 2005
<u>6980991</u>	Directory information system for providing toll free telephone numbers	Dec 27, 2005
<u>6990630</u>	TECHNIQUE FOR IMPLEMENTING BROWSER-	Jan 24, 2006

INITIATED USER-
TRANSPARENT
NETWORK-
DISTRIBUTED
ADVERTISING
AND FOR
INTERSTITIALLY
DISPLAYING AN
ADVERTISEMENT,
SO DISTRIBUTED,
THROUGH A WEB
BROWSER IN
RESPONSE TO A
USER CLICK-
STREAM

<u>7016480</u>	System and method for granting permission to receive interactive voice broadcast of a voice service	Mar 21, 2006
<u>7023979</u>	Telephony control system with intelligent call routing	Apr 4, 2006
<u>7039165</u>	System and method for personalizing an interactive voice broadcast of a voice service based on automatic number identification	May 2, 2006
<u>7069235</u>	System and method for multi-source transaction processing	Jun 27, 2006
<u>7120235</u>	Method and apparatus to provide pay-per-call performance based advertising	Oct 10, 2006
<u>7127403</u>	System and method for personalizing an interactive voice broadcast of a voice service based on particulars of a request	Oct 24, 2006
<u>7130821</u>	Method and apparatus for product comparison	Oct 31, 2006

<u>7143337</u>	Apparatus and accompanying methods for network distribution and interstitial rendering of information objects to client computers	Nov 28, 2006
<u>7149958</u>	Technique for implementing browser-initiated user-transparent network-distributed advertising and for interstitially displaying an advertisement, so distributed, through a web browser in response to a user click-stream	Dec 12, 2006
<u>7155663</u>	Technique for implementing browser-initiated user-transparent network-distributed advertising and for interstitially displaying an advertisement, so distributed, through a web browser in response to a user click-stream	Dec 26, 2006
<u>7224781</u>	Method and system to connect consumers to information	May 29, 2007
<u>7225142</u>	Interactive multimedia advertising and electronic commerce on a hypertext network	May 29, 2007
<u>7249045</u>	Method and system to connect consumers to information	Jul 24, 2007
<u>7269253</u>	Telephony control system with intelligent call routing	Sep 11, 2007

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